

WHAT IS CLAIMED IS:

1. A method for modifying the appearance of a substrate comprising applying to the substrate a composition comprising at least one copolymer comprising at least one vinyl pyrrolidone monomeric unit and at least one C₁₀-C₄₀ alkene monomeric unit, wherein the at least one copolymer is present in an amount effective to modify the appearance of the substrate.

2. The method according to claim 1, wherein said substrate is chosen from skin.

3. The method according to claim 2, wherein said skin is human skin.

4. The method according to claim 1, wherein said substrate is chosen from semi-mucous membranes.

5. The method according to claim 4, wherein said semi-mucous membranes are human semi-mucous membranes.

6. The method according to claim 5, wherein said human semi-mucous membranes are human lips.

7. The method according to claim 1, wherein said at least one C₁₀-C₄₀ alkene monomeric unit is chosen from pentadecene, hexadecene, heptadecene, octadecene, nonadecene, eicosene, docosene, and triacontene.

8. The method according to claim 1, wherein said at least one copolymer is chosen from polyvinylpyrrolidone/hexadecene copolymers,

polyvinylpyrrolidone /eicosene copolymers, and tricontanyl polyvinylpyrrolidone copolymers.

9. The method according to claim 1, wherein said at least one copolymer is tricontanyl polyvinylpyrrolidone.

10. The method according to claim 1, wherein said at least one copolymer has an weight-average molecular mass ranging from 5,000 to 30,000.

11. The method according to claim 10, wherein said at least one copolymer has an weight-average molecular mass ranging from 6,000 to 20,000.

12. The method according to claim 2, wherein said at least one copolymer is present in said composition in an amount ranging from 0.1% to 20% by weight relative to the total weight of said composition.

13. The method according to claim 12, wherein said at least one copolymer is present in said composition in an amount ranging from 0.5% to 10% by weight relative to the total weight of said composition.

14. The method according to claim 13, wherein said at least one copolymer is present in said composition in an amount ranging from 0.5% to 5% by weight relative to the total weight of said composition.

15. The method according to claim 4, wherein said at least one copolymer is present in said composition in an amount ranging up to 3% by weight relative to the total weight of said composition.

16. The method according to claim 15, wherein said at least one copolymer is present in said composition in an amount ranging from 0.1% to 2% by weight relative to the total weight of said composition.

17. The method according to claim 1, wherein said composition further comprises at least one compound chosen from venotonic plant extracts, vitamins, xanthine bases, fillers, and depigmenting agents.

18. The method according to claim 17, wherein said venotonic plant extracts are chosen from extracts of butcher's broom and extracts of horse chestnut.

19. The method according to claim 17, wherein said vitamins are chosen from vitamin A, vitamin K, vitamin E, vitamin B5, and vitamin C.

20. The method according to claim 17, wherein said xanthine bases are caffeine.

21. The method according to claim 17, wherein said depigmenting agents are chosen from extracts of skullcap, extracts of mulberry, extracts of liquorice, and extracts of camomile.

22. The method according to claim 1, wherein said composition further comprises at least one active agent chosen from vitamin B3, vitamin B5, zinc salts, salicylic acid, salicylic acid derivatives, triclosan, capryloylglycine, clove extracts, octopirox, hexamidine, azelaic acid, and azelaic acid derivatives.

23. The method according to claim 22, wherein said zinc salts are chosen from zinc oxide and zinc gluconate.

24. The method according to claim 22, wherein said salicylic acid derivatives are chosen from 5-(n-octanoyl)salicylic acid.

25. The method according to claim 1, wherein said composition is a cosmetic composition.

26. The method according to claim 1, wherein said composition is a colored composition.

27. The method according to claim 1, wherein said composition is an anhydrous composition.

28. The method according to claim 1, wherein said composition is in the form of a water-in-oil emulsion.

29. The method according to claim 1, wherein said composition is in the form of an oil-in-water emulsion.

30. The method according to claim 29, wherein the aqueous phase of said oil-in-water emulsion provides a cooling effect.

31. A method for reducing the appearance of dark circles around eyes comprising applying to skin surrounding the eyes a composition comprising at least one copolymer formed from at least one vinyl pyrrolidone monomer and at least one C₁₀-C₄₀ alkene monomer, wherein the at least one copolymer is present in an amount effective to reduce the appearance of the dark circles.

32. A method for reducing cutaneous signs of aging and/or fatigue comprising applying to skin a composition comprising at least one copolymer formed from at least one vinyl pyrrolidone monomer and at least one C₁₀-C₄₀ alkene monomer, wherein the at least one copolymer is present in an amount effective to reduce the appearance of the cutaneous signs of aging and/or fatigue.

33. A method for treating oily or combination skin comprising applying to the skin a cosmetic composition comprising at least one copolymer formed from at least one vinyl pyrrolidone monomer and at least one C₁₀-C₄₀ alkene monomer, wherein the at least one copolymer is present in an amount effective to reduce the oily appearance of oily or combination skin.

34. A method for reducing the appearance of at least one of wrinkles, fine lines, and pores of a substrate comprising applying to the substrate a composition comprising at least one copolymer formed from at least one vinyl pyrrolidone monomer and at least one C₁₀-C₄₀ alkene monomer, wherein the at least one copolymer is present in an amount effective to reduce the appearance of at least one of wrinkles, fine lines, and pores of the substrate.

35. A method for increasing the matte effect of a composition on a substrate comprising including in said composition at least one copolymer formed from at least one vinyl pyrrolidone monomer and at least one C₁₀-C₄₀ alkene

monomer, wherein the at least one copolymer is present in an amount effective to increase the matte effect of the composition on the substrate.

36. A method for modifying the appearance of a substrate comprising applying to the substrate a composition comprising at least one copolymer formed from at least one vinyl pyrrolidone monomer and at least one C₁₀-C₄₀ alkene monomer, wherein the at least one copolymer is present in an amount effective to modify the appearance of the substrate.

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